

United States Department of Agriculture



Natural Resources Conservation Service
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70 Years
"A Partner in Conservation Since 1935"

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To be sent via Email

April 11, 2005

MINNESOTA BULLETIN NUMBER 260-5-36

SUBJECT: INF – PUBLIC SERVICE ANNOUNCEMENTS

Purpose. To provide Public Service Announcements for 70th Anniversary events.

Expiration Date. December 31, 2005.

We will be celebrating *70 years of Soil and Water Conservation in Minnesota* throughout calendar 2005. The following Public Service Announcements may be used to publicize your events.

Open House (Long Version)

For 70 years, USDA's Natural Resources Conservation Service has helped people protect and improve natural resources and the environment. Join us at an open house on **(date)** to celebrate 70 years of conservation successes. Learn how you can make a difference. For more information, contact your local NRCS Service Center at _____ or visit our web site at _____

Time: 30 seconds

Words: 59

Open House (Short Version)

Find out how you can protect your soil and improve your water quality by attending USDA's Natural Resources Conservation Service open house. For more information, call _____ or visit our web site at _____.

Time: 15 seconds

Words: 34

Generic (Medium-length Version)

Clean air, fresh water and productive soils are essential for our well-being now and for future generations. USDA's Natural Resources Conservation Service helps people make this possible. Visit our web site at **(URL)** to learn about programs and services offered by NRCS.

Time: 20 seconds

Words: 42

Generic (Medium-length Version)

USDA's Natural Resources Conservation Service is helping local farmers control soil erosion and protect water quality on their land. For more information, call _____ or visit our web site at _____.

Time: 20 seconds

Words: 31

The Natural Resources Conservation Service provides leadership in a partnership effort to help people conserve, maintain, and improve our natural resources and environment.

An Equal Opportunity Provider and Employer

Generic (Short Version)

Need help managing animal waste, controlling soil erosion (**fill in specific ag concern**) or other agricultural issues on your land? USDA's Natural Resources Conservation Service is standing by to help. Call _____ for more information or visit our web site at _____

Time: 20 seconds

Words: 41

Urban - (Short Version)

Want to see more natural beauty on your land? USDA's Natural Resources Conservation Service has a booklet called *Backyard Conservation* that can help you. To obtain a copy of the publication, call 1-888-LANDCARE.

Time: 15

Words: 34

Generic (Medium-length Version)

Why do we need to take care of our land? Because it produces most of our food and fiber, filters our water and helps clean our air. Visit USDA's Natural Resources Conservation Service's web site at _____ to find out how you can help.

Time: 20 seconds

Words: 44

Economic Growth (Medium-length Version)

Farmers and ranchers work hard to protect our fertile lands. USDA's Natural Resources Conservation Service offers assistance to reduce costs and to implement successful conservation practices. Visit our website at _____ or call _____ to learn how NRCS can help you.

Time: 25 seconds

Words: 41

Community Involvement (Long Version)

The Resource Conservation and Development Program works with local residents to carry out goals that increase conservation of natural resources and stimulate economic growth. Visit USDA's Natural Resources Conservation Service website at _____ or call your local Resource Conservation and Development area to learn about available services to improve your community.

Time: 25 seconds

Words: 51

Please contact Julie MacSwain, Public Affairs Specialist, at (651) 602-7859 or Julie.macswain@mn.usda.gov if you have questions about these Public Service Announcements.

WILLIAM HUNT
State Conservationist.

DIST: AE